Product Promotion Plan

March 23rd - May 8, 1970

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PRODUCT PROMOTION PLAN

3rd SALES CYCLE

MARCH 23rd - MAY 8, 1970

Field sales force activity for the 3rd sales cycle of 1970 will feature support for the following brands:

Benson & Hedges 100's	-	Primary Brand
Multifilter & Multifilter Menthol	-	Secondary Brand

BACKGROUND

Benson & Hedges 100's

Benson & Hedges 100's ended 1969 with a most encouraging upswing in sales of both the filter and menthol. Benson & Hedges Menthol sales were substantially improved. During this cycle, we intend to accelerate this rate of increase. As a means of accomplishing this, we have formulated a complete and exciting program to promote Benson & Hedges 100's during this sales period.

The primary merchandising efforts of the program will be in support of a new and exciting Benson & Hedges sweepstakes promotion:

Benson & Hedges 100's
Pick-your-favorite Disadvantage
Sweepstakes

This sweepstakes will capitalize on the popular Benson & Hedges "Disadvantages" television campaign. This is basically a straight draw sweepstakes. Entrants will also be required to select the one disadvantage situation of the six portrayed in magazines or coupons which they find the most amusing. A total of 1,015 winners will be selected at random with the following prizes:

5 First Prizes	-	Continental Mark III's or $7,000.00
10 Second Prizes	-	Mink Maxicoats or $2,000.00
1000 Third Prizes	-	Christian Dior 6 ft scarves

In addition, the 1,015 prize winners will be eligible for a bonus prize of an all expense trip around the world or $5,000.00. A special drawing for this valuable bonus will be conducted among the winning entries. Complete details are evident on each coupon.

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Multifilter

The national phase-in of new Multifilter has progressed very satisfactorily. Operations Reports indicate that the former pack has been cleared from warehouses, and in many instances, retail outlets. They also substantiate nationally the new interest that was indicated in the test areas. In these test areas, Multifilter sales have improved at a most encouraging rate. Many direct accounts have reinstated one or both of the new packings.

Multifilter will be advertised on our regular network television programs starting March 30. This support should assist the efforts of your sales team in selling and promoting the brand.

Keeping in mind the 1970 objectives discussed in St. Petersburg, Florida, develop a program for your management people using the following elements:

MANAGMENT ACCOUNTS - MARCH 2 - ~~MARCH 20~~ 4/17

Benson & Hedges 100's

- Support "Disadvantages" Sweepstakes by securing maximum distribution and increasing inventory depth in all direct accounts, particularly Benson & Hedges Menthol.

- Keep in mind 3.5% growth objective at all times in your sales planning.

- Attempt to sell-in additional product of Benson & Hedges 100's by 25%; Menthol 20% to support our retail activities.

Multifilter

- Determine that all warehouse points are clear of the brown and green packages.

- Support retail team by selling in added 30% of new Multifilter products over and above regular movement levels.

- Concentrate on achieving maximum distribution of both packings of Multifilter. Focus special attention on those accounts having discontinued either packing.

Merchandising

- Complete arrangements for all Plan B-1 Benson & Hedges 100's displays for April. Include automatic shipments of 10 Benson & Hedges 100's - 5 Menthol to satisfy display requirements. All B-1 displays for May will feature new Multifilter. Any placed after May 8 must feature a brand to be designated later. (Clustering of these displays is essential wherever possible.)

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- Follow through, in arranging for Plan C displays featuring Benson & Hedges with the Bridge set incentive item. (See my letter of February 3, 1970.) Arrangements should be made wherever possible for a distrbution of 40 cartons or more per store. A photo of the display unit and card set is being sent to Area Managers-Chain Sales for use in the headquarters presentation.

- Attempt to gain at least one added row of Benson & Hedges 100's and Multifilter in all Plan "A" arrangements.

- Develop and maintain monitoring programs to improve the overall performance aspect of the merchandising program.

Material Application

- Continue Business Review presentations, placing greater emphasis on this as a vehicle to improve our position with the account, as knowledgeable and interested parties.

- The "Vendability" booklet has made a direct contribution to our program of increasing distribution of 100 mm brands. Coupled with the recent N.A.M.A. printout gives us a strong 1-2 punch. Continue strong efforts to increase vending distribution of our 100 mm brands. Added distribution means added sales and will assist you in reaching your business growth objective.

- Utilize the revised Inventory and Control sheets to their fullest value with distributors through Area Managers-Distributor Sales.

- The new Cigarette Ordering Guide should be a valuable tool for use with chain and large independent groups. Your Area Manager-Chain Sales will be receiving these within the next few days.

RETAIL (MARCH 23 - MAY 8)

Prepare a detailed program for the members of your retail sales team to give maximum support for Benson & Hedges and Multifilter during this cycle. The program should be designed to accomplish the following:

Benson & Hedges 100's

- We will support the "Disadvantages" sweepstakes at retail with the following program:

    1. Salesmen will support the sweepstakes promotion by selling in five cartons of Benson & Hedges (3 Filter - 2 Menthol). Offer retailers one box of matches free with carton. Maximum - five cartons per outlet. Salesmen will be sent 12 cases of Benson & Hedges matches and division managers five cases for use in this promotion.

    2. Build added exposure for Benson & Hedges both packings at every merchandising station.

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3. Attempt to gain one additional facing of Benson & Hedges 100's on all Plan "A" shelf contracts.

4. Gain full exposure of sweepstakes point-of-sale material in every call.

- Plan B displays will feature Benson & Hedges 100's during the entire sales cycle. A Red plastic display is to be used as first display in all non-control outlets.

- Benson & Hedges miniature plastic cartons will be included in the point-of-sale kits. These are to be placed on all carton fixtures.

- To further support the growth of Benson & Hedges 100's and the sweepstakes, a special consumer program has been developed.

- On Thursday (April 2, 9, 16 and 23) or Friday (April 3, 10, 17 and 24), one day each week, salesmen will conduct Benson & Hedges store sales in high traffic outlets. The morning of these days will be spent in high volume single pack outlets giving one pack free with the purchase of two packages. The afternoon will be spent in high volume carton outlets giving two packs free with the purchase of a carton. In non-store sale states the salesmen will spend one day per week doing person-to-person consumer sampling in non-cigarette outlets at the rate of 150-20's per day.

- This important direct consumer sales program provides a solid foundation to further build our business. It also compliments our Business Objectives very well for 1970.

- The store sale program will be in effect in all areas except (Pennsylvania, Maryland, Nebraska and Louisiana).

New Multifilter

- It is expected that by April retailers will have sold out of the brown Multifilter package. Close watch must be made to avoid any unusual inventory situations within the retail trade.

- To support the national introduction of new Multifilter, salesmen will use a 20 pack set up and sell display. This unit is to be pre-packed with one carton filter and one menthol before making the call and is to be presented immediately following the Benson & Hedges 100's presentation. Offer retailer one pack free with each carton. Limit - two cartons per outlet. This is to be a second display in all Plan B outlets as well as all non-contract outlets. Emphasize that the "gratis" offer is for the purchase of merchandise and not for the display.

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- A brochure will be sent to each salesman to aid him in telling the new Multifilter story.

- It is important to secure extra facings of Multifilter on Plan "A" shelves wherever possible. As B-1 and C displays are set, insure that Multfilter is represented at each selling station.

- All gratis is to be charged and reported as indicated on the sample enclosed.

- Store sale and special consumer sampling is to be reported by all men as the attached sample report form indicates.

- We will again supply salesmen with the pocket size reminder showing the displays and point-of-sale material to be used during this period. Sufficient quantities of these folders will be sent to you for distribution to your salesmen.

Military

As you prepare programs for your management team, place special emphasis on our military outlets. The miltiary segment of our total business is an area where great improvements can be made on behalf of tobacco, blade and gum products. Set firm objectives for your military representatives as well as others responsible for military business. The exceptional growth rate of Philip Morris brands places us in an excellent position to tell our success story to all military installations and to use this as a tool to improve distribution and exposure.

- Greater efforts must be expended to gain authorization for the full corporate line. Determine the"soft spots" in our distributors and assign specific attainable goals here.

- Response to the card units has been exceptional. Continue to use these incentives to conduct store sales for Benson & Hedges and Multifilter. Stress the use of the floor bin for optimum display of these units.

- The price reduction of American Safety Razor blades should be emphasized at every call to increase inventory and distribution.

- Use the Clark Gum Military Special Offer MW-672 (details and bulletin to follow) to increase inventories as well as to secure introductory orders where gum is not stocked.

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General

By now you should be well along in establishing your plans to implement our 1970 objectives. These objectives should become a part of every major communication, including Product Promotion Plans, you submit to your people. You must relate the objectives in certain specific categories to the assignments you will give to your field managers and salesmen. Within the five basic objective categories (People - Performance - Deployment - Merchandising Program and Business Growth), you should "zero-in" on one or more goals to relate to this and each future Product Promotion Plan. This will enable your people to further recognize objective attainment as an integral part of their daily activities, instead of a separate group of plans and activities.

This work plan provides an excellent vehicle for you to put into practice the procedures by which you will improve the performance of all members of your organization. Begin immediately to work with your section sales managers to establish desired performance standards for each field level as these standards would apply to this promotion period. Develop a time schedule you feel will be needed to reach these levels. Build these in as a part of your field instructions. Establish a measurement of actual performance in relation to standards and evaluate by means of checkpoints the progress of your teams.

Business growth objectives will be a part of every Product Promotion Plan for 1970. Use the approach outlined by Mr. Berkowitz at the meeting and included in your objectives manual to establish specific business growth goals. Impress upon each person that his territory must contribute its full share toward reaching these objectives. Division Managers especially should be constantly alert for new sales and merchandising opportunities - and should be able to capitalize on these as they are discovered.

Please forward to me two copies of:

- Your work plan instructions to all levels of your region.
- The performance standards and objectives you have established for this period.
- Measurement techniques you developed.
- Other materials that would apply to this Promotion Plan.

At the end of this promotion period, submit a report to me outlining the results obtained during this Product Promotion Plan.

JPJL:sw

J. P. Job Lee

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POINT-OF-SALE KIT
PRODUCT PROMOTION PLAN
MARCH 23 - MAY 8, 1970

	DM	SLSMN	MR
20 Pack Red Plastic Display	50	75	-
Benson & Hedges 20 Pack Red Plastic Display Riser Card with Butterfly Coupons	50	75	-
20 Pack Red Plastic Display Strips	50	75	-
Benson & Hedges White Plastic Header Card with Butterfly Coupons	50	50	-
Benson & Hedges White Plastic Display Strip	50	50	-
Benson & Hedges Change Tray Strip with Coupons	25	25	25
Benson & Hedges 24" Shelf Strip with Stitched Coupons	25	25	-
Benson & Hedges Butterfly Coupon Pads (50 per pad)	200	350	100
Benson & Hedges 24 pack Merchandiser with Butterfly Coupons	50	125	50
Benson & Hedges Miniature Cartons	50	50	50
Multifilter Posters	20	40	-
Multifilter 24 pack Merchandisers	50	150	-
Multifilter Shelf Strips	50	50	-
Multifilter Set Up and Sell Displays	50	150	50
Daily Work Record	-	1	1
Retail Order Pad	1	1	-
Masking Tape	1	1	-

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Form # 1229 Rev. 8/69
P. M. U. S. A.

PHILIP MORRIS U. S. A.

SALESMAN'S EXPENSE VOUCHER

DRAFT NO. ← FILL IN. DO NOT WRITE HERE → GROUP | SALESMAN'S NUMBER

SALESMAN'S NAME (PRINT) | WEEK ENDING (SATURDAY) 19

HEADQUARTERS (CITY-STATE) | TERRITORY CODE | REGION NO. | SECTION NO.

Receipts must be attached to duplicate copy which is mailed to immediate superior for all expenses. Such receipts must be on Certified Bill Head showing date, items purchased and value, and must be signed by the person receiving payment.

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	TOTAL	Acct. Code
Hours Worked									FOR OFFICE USE ONLY
Explanation Time Not Worked									
Town and State Where Expenses Were Incurred									
Personal And Other Expenses									
Room									
Meals									
Telephone, Telegrams, Postage									
Transportation Paid By You (other than company car)									
Personal Smokes									
Supplies - Office, Etc.									
Total Personal and Other Expenses									
Samples									
Switch Sampling									
Samples - Other (Specify)									
Incentive Promotions									
Dealer Incentives MULTIFILTER									
No. of Cartons Sold		XXXX		Total Gratis Cost				XXXX	
Gratis Packages Used		XXXX							
Consumer Incentives BENSON & HEDGES 100's									
2 Package Units Sold		XXXX		Cartons Sold	XXX)	Cost		XXXX	
Gratis Packages Used		XXXX		Gratis Used	XXX)				

MERCHANDISING PROGRAM EXPENSES
SHOW TOTALS FROM PERFORMANCE REPORTS - LOCAL PROMOTIONS

WEEKLY TOTALS PLANS A & C (FORM #1762)		
WEEKLY TOTAL PLANS B & B-1 (FORM #1763)		

SHOW AIR TRAVEL CARD CHARGES SEE INSTRUCTIONS #12

TRIP DATE	TICKET NO.	ORIGIN	DESTINATION	AMOUNT
				$

TOTAL EXPENSES ABOVE		
AUTO EXPENSE (FROM AUTO EXPENSE STATEMENT)		
TOTAL EXPENSE		

Comments:

SIGNATURE ADDRESS CITY STATE ZIP CODE

Orig. - This Copy Enclosed In Envelope Which Has The Same Number As the Draft

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DAILY WORK RECORD

(ORIG.) – SECTION SALES OFF. (DUP.) – DIVISION MGR. (TRIP) – YOUR COPY

TIME FIRST CALL _____

TIME LAST CALL _____

TRIP NO. 1 ☐ 2 ☐ SPECIAL ☐

SALESMAN _____

TERR. NO. _____ DAY _____ DATE _____

STATE _____

TOWNS _____

Type Call
H – HIGH
M – MEDIUM
DR – DISTRIBUTOR RETAIL
VR – VENDOR RETAIL
O – OTHER

Type Sale
C – CASH
J – JOBBER
B – PLACED IN ORDER BOOK (CHAINS)
E – EXCHANGE
F – FACTORY SHIPMENT

CARD NO	TYPE CALL	CONTACT	ADDRESS	TYPE SALE	SALES AND DISTRIBUTION: MARLBORO BOX	MARLBORO S.P.	MARLBORO MEN.	MARLBORO 100'S	MARLBORO BOX 100'S	PHILIP MORRIS	MULTIFILTER	MULTIFILTER MEN.	PARLIAMENT BOX	PARLIAMENT S.P.	PARLIAMENT 100'S	ALPINE	GALAXY	BENSON & HEDGES	B & H 100'S FIL.	B & H 100'S MEN.	VIRGINIA SLIMS FIL.	VIRGINIA SLIMS MEN.	B & H SALES: 2 Pkg. Units	Cen. Sales	BOND STREET	REVELATION	FIELD & STREAM			PROMOTION PLANS AND PAYMENTS: PLAN A	PLAN B	PLAN B-1	PLAN C	MERCHANDISING: EXTRA SCHEME PUT UP: CIGTS.	TOBACCO	QUANTITY PACKED OUT: PACK	CARTON	TOBACCO	ADVERTISING: POSTERS	DISPLAY MERCHANDISERS	CARDS	BRAND LABELS	CONSUMER: TALKS	20'S SOLD	20'S SAMPLED	4'S SAMPLED

TIME FIRST CALL _____ TIME LAST CALL _____ TRIP NO. 1 ☐ 2 ☐ SPECIAL ☐

DAILY WORK RECORD

(ORIG.) – SECTION SALES OFF. (DUP.) – DIVISION MGR. (TRIP) – YOUR COPY

SALESMAN _____ TERR. NO. _____ DAY _____ DATE _____

TOWNS _____ STATE _____

Type Call
H – HIGH
M – MEDIUM
DR – DISTRIBUTOR RETAIL
VR – VENDOR RETAIL
O – OTHER

Type Sale
C – CASH
J – JOBBER
B – PLACED IN ORDER BOOK (CHAINS)
E – EXCHANGE
F – FACTORY SHIPMENT

CARD NO.	TYPE CALL	CONTACT	ADDRESS	TYPE SALE	SALES AND DISTRIBUTION: MARLBORO BOX	MARLBORO S.P.	MARLBORO MEN.	MARLBORO 100'S	MARLBORO BOX 100'S	PHILIP MORRIS	MULTIFILTER	MULTIFILTER MEN.	PARLIAMENT BOX	PARLIAMENT S.P.	PARLIAMENT 100'S	ALPINE	GALAXY	BENSON & HEDGES	B & H 100'S FIL.	B & H 100'S MEN.	VIRGINIA SLIMS FIL.	VIRGINIA SLIMS MEN.			BOND STREET	REVELATION	FIELD & STREAM	B & H 100's Cons. Sampl.	PROMOTION PLANS AND PAYMENTS: PLAN A	PLAN B	PLAN B-1	PLAN C	MERCHANDISING: EXTRA DISPL. OUT CTN. CIGTS.	EXTRA DISPL. OUT CTN. TOBACCO	QUANTITY PACKED OUT PACK	QUANTITY PACKED OUT CARTON	QUANTITY PACKED OUT TOBACCO	ADVERTISING: POSTERS	DISPLAY MERCHANDISERS	CARDS	BRAND LABELS	CONSUMER: TALKS	20'S SOLD	20'S SAMPLED	4'S SAMPLED

PHILIP MORRIS U.S.A.

INTER-OFFICE CORRESPONDENCE

100 Park Avenue, New York, N.Y. 10017

OFFICE Atlanta

To: Mr. J. P. Jeb Lee

Date: May 20, 1970

From: J. T. Montgomery

Subject: Results - Product Promotion Plan, March 23 - May 8, 1970

Listed below, by Sections, are results of the Product Promotion Plan for the period beginning March 23 and ending May 8, 1970:

Section 8 Total Retail Men - 26	Section Average	Actual Figures
No. Calls per day -	13.4	10,004
No. Benson & Hedges 100's 5-carton Units Placed Per Day -	6.4	4,711
No. Benson & Hedges 100's Order Book Placements Per Day -	3.1	2,089
No. Benson & Hedges 100's Displays Placed Per Day (other than B & B-1) -	4.4	3,244
No. Benson & Hedges 100's 2-pack Sales (Store Sale Days) -	66.9	8,707
No. Benson & Hedges 100's carton Sales (Store Sale Days) -	41.2	5,359
No. Multifilter 2-carton Sales Per Day -	7.5	5,622
No. Multifilter Order Book Placements Per Day -	2.7	1,555
No. Introductory Sales on Multifilter Per Day -	1.8	1,334
No. Introductory Sales on Multifilter Menthol Per Day -	2.5	1,906
No. Switch Sales Performed on 2-packs Per Day -	9.7	7,058
No. Switch Sales Performed on cartons Per Day -	1.1	777
No. Additional Facings Secured for Benson & Hedges 100's and Multifilter Per Day -	4.3	3,220

* Time lost due to illness of retail men - 26 days; personal business - 3 days; miscellaneous - 4 days.

Special coverages for B-1 and C displays and store sale days contributed to decreased call averages.

Section 9 Total Retail Men - 27	Section Average	Actual Figures
No. Calls per day -	17.2	(Not Supplied)
No. Benson & Hedges 100's 5-carton Units Placed Per Day -	5.6	
No. Benson & Hedges 100's Order Book Placements Per Day -	3.0	
No. Benson & Hedges 100's Displays Placed Per Day (other than B & B-1) -	7.2	

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Section 9 - continued	Section Average	Actual Figures
No. Benson & Hedges 100's 2-pack Sales (Store Sale Days) -	52.0	(Not Supplied)
No. Benson & Hedges 100's carton Sales (Store Sale Days) -	19.0	
No. Multifilter 2-carton Sales Per Day -	5.3	
No. Multifilter Order Book Placements Per Day -	1.4	
No. of Introductory Sales on Multifilter Per Day -	.75	
No. of Introductory Sales on Multifilter Menthol Per Day -	2.4	
No. Switch Sales Performed on 2-packs Per Day -	13.7	
No. Switch Sales Performed on cartons Per Day -	1.5	
No. Additional Facings Secured for Benson & Hedges 100's and Multifilter Per Day -	4.0	

Section 10 Total Retail Men - 30	Section Average	Actual Figures
No. Calls per day -	15.5	13,967
No. Benson & Hedges 100's 5-carton Units Placed Per Day -	4.8	4,363
No. Benson & Hedges 100's Order Book Placements Per Day -	2.9	2,620
No. Benson & Hedges 100's Displays Placed Per Day (other than B & B-1) -	5.5	5,009
No. Benson & Hedges 100's 2-pack Sales (Store Sale Days - 22 men) -	42.3	4,688
No. Benson & Hedges 100's carton Sales (Store Sale Days - 22 men) -	19.2	2,112
No. Multifilter 2-carton Sales Per Day -	6.6	5,942
No. Multifilter Order Book Placements Per Day -	2.1	1,893
No. Introductory Sales on Multifilter Per Day -	1.5	1,404
No. Introductory Sales on Multifilter Menthol Per Day -	2.0	1,816
No. Switch Sales Performed on 2-packs Per Day -	12.0	10,842
No. Switch Sales Performed on cartons Per Day -	1.3	1,171
No. Additional Facings Secured for Benson & Hedges 100's and Multifilter Per Day -	4.0	3,604

Attached are copies of recaps covering the efforts of Area Managers—Chain Sales and Area Managers—Distributor Sales during the management account coverage as pertain to the Product Promotion Plan. These are by Section, also.

J. T. Montgomery

JTM:gsj

Enclosures

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PHILIP MORRIS U.S.A.

INTER-OFFICE CORRESPONDENCE

100 Park Avenue, New York, N.Y. 10017

OFFICE Jacksonville

To: Mr. J. T. Montgomery Date: April 22, 1970

From: D. L. Gable

Subject: Objectives - Area Managers - March 2 thru April 17, 1970

Dear Mr. Montgomery:

Listed below you will find the accumulative results of AMDS and AMCS for the above period.

AMDS

1. B & H growth up 17.5% *
2. Multifilter growth up 6.7% *
3. Marlboro growth up 32.5% *
4. Parliament growth up 12.0% *
5. Va. Slims growth up 24.8% *
6. Distribution on B & H Gold 100%
7. Distribution on B & H Green 100%
8. # of distributors having both Multifilter 125
9. # of distributors where Menthol Multifilter reinstated 3
10. # of distributors where B & H Filter increased over 25% - 56
11. # of distributors where B & H Menthol increased over 20% - 49
12. # of distributors with old Multifilter packing - Brown - 0, Green - 2
13. # of vending master lists checked - 21
14. # of adjustments made - 9, amount recovered - $943.61
15. # of Vendability Presentations made - 39
16. # added columns for 100MM brands - 360
17. # added columns for Marlboro - 675
18. # added columns for Multifilter - 250
19. # distributor sales meetings attended - 16
20. Support received: Marl. - 16, B & H - 16, Multifilter - 16
21. # distributors accepting Inventory Control Sheets - 33
22. # independent retail outlets monitored - 44

AMCS

1. B & H growth up 9.7% *
2. Multifilter growth up 10.2% *
3. Plan C B & H arrangements: chains - 12, stores - 564
4. Plan B-1 B & H arrangements: chains - 11, stores - 770
5. Plan B-1 Multifilter arrangements: chains - 5, stores - 355
6. Complete distribution on both B & H - 100%
7. # chains with both Multifilter - 3 direct ** see below
8. # chains where Multifilter reinstated - already 100%
9. # chains where Menthol reinstated - 6
10. # added rows for B & H via plan-o-gram - 0
11. # business reviews prepared and presented - 3

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AMCS - continued -

12. # H.Q. accepting order guide with letter of instruction - 11
13. # chain supervisors presented order guide - 41: accepting - 35
14. # retail stores monitored for performance - 170

NOTE: * denotes average among managers.

Overall accomplishments good. Will continue to strive for better results with particular attention to Multifilter Menthol distribution in all direct accounts as well as vending distribution on Multifilter and 100MM brands.

NOTE: ** Multifilter Menthol is available in all chains, grocery, convenience and drug thru local supplier except: 7/Eleven, Reed Drug, Big Apple and Jackson-Atlantic.

Regards,

D. L. Gable

DLG/er

cc: D. L. Gable
File

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OBJECTIVES - CHAIN ACCOUNTS

1. Business Growth - Benson & Hedges 100's - 1969 Level (monthly average) 1,267 Cases 1970 Level (monthly average using latest available figure) 1,332 Cases % of Increase 5.1%.

2. Business Growth - Multifilter - 1969 Level (monthly average) 361 Cases 1970 Level (monthly average using latest available figure) 364 Cases % of Increase .83%.

3. Plan C arrangements booked - Benson & Hedges 100's - Number of Chains 14 Number of Stores Involved 599

4. Plan B-1 arrangements booked - Benson & Hedges 100's - Number of Chains 10 Number of Stores Involved 395.

5. Plan B-1 arrangements booked - Multifilter - Number of Chains 2 Number of Stores Involved 54

6. Complete distribution on Benson & Hedges 100's Filter and Menthol? Yes _____ No X. If no, list chains where either packing is not stocked - (attach listing on separate sheet).

7. Number of chain accounts where current distribution exists on both Multifilter and Multifilter Menthol 33
   Number where Multifilter reinstated 1.
   Multifilter Menthol reinstated 4.
   List accounts not stocking Multifilter or Multifilter Menthol on March 20 (attach listing on separate sheet).

8. Number of added rows secured for Benson & Hedges 100's through plan-o-gram 84 Multifilter 63.

9. Number Business Reviews prepared and presented 31 (All Section Chains)

10. Number of headquarters acceptances of new Cigarette Order Guide with "letter of introduction" to the stores 22.

11. Number of chain supervisors to whom Cigarette Order Guide presentations were made 20 Number accepting 11.

12. Number of chain stores monitored by you for performance of merchandising program 425.

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Source: https://www.industrydocuments.ucsf.edu/docs/gtxk0000

CHAINS WHERE EITHER PACKING OF B & H 100's IS NOT STOCKED

Bi-Lo Stores, Greenville, S. C. Menthol

2023509972

Source: https://www.industrydocuments.ucsf.edu/docs/gxkf0000

ACCOUNTS NOT STOCKING MULTIFILTER OR MULTIFILTER MENTHOL ON MARCH 20

Colonial Stores, Raleigh, N. C.	Menthol
Harris-Teeter, Inc., Charlotte, N. C.	Menthol
Kwik-Pik, Henderson, N. C.	Menthol
Li'l General Stores, Charlotte, N. C.	Menthol
Short Shop, Fayetteville, N. C.	Menthol
Stop 'N Go, Winston Salem, N. C.	Menthol
White Cross, Henderson, N. C.	Menthol
Minit Saver, Columbia, S. C.	Menthol
Piggly Wiggly, Charleston, S. C.	Menthol
Young Food Stores, Sumter, S. C.	Menthol
Bi-Lo Stores, Greenville, S. C.	Menthol
Community Cash Stores, Spartanburg, S. C.	Menthol
White Stores, Inc., Knoxville, Tenn.	Menthol
Super Dollar Stores	

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OBJECTIVES - DISTRIBUTOR & VENDING ACCOUNTS

1. Business Growth - Benson & Hedges 100's - 1969 Level (monthly average) 95,927 1970 Level (monthly average using latest available figure) 104,072 % of Increase 8.4%.

2. Business Growth - Multifilter - 1969 Level (monthly average) 5,134
   1970 Level (monthly average using latest available figure) 5,102
   % of ~~gain~~ loss - 6.2%.

3. Business Growth - Marlboro - 1969 Level (monthly average) 103,330
   1970 Level (monthly average using latest available figure) 125,937
   % of Increase 21.8%.

4. Business Growth - Parliament - 1969 Level (monthly average) 13,539
   1970 Level (monthly average using latest available figure) 13,265
   % of ~~Increase~~ Decrease - 2.0%.

5. Business Growth - Virginia Slims - 1969 Level (monthly average) 10,093
   1970 Level (monthly average using latest available figure) 11,909
   % of Increase 17.9%.

6. Complete distribution on Benson & Hedges 100's Filter and Menthol with all distributor accounts? Yes _____ No X
   If no, list accounts where either packing is not stocked (attach listing on separate sheet).

7. Number of distributor accounts where current distribution exists on both Multifilter and Multifilter Menthol 161 Number where Multifilter reinstated 4 Multifilter Menthol reinstated 12. List accounts not stocking Multifilter or Multifilter Menthol on March 20 - (attach listing on separate sheet).

8. Number of accounts where Benson & Hedges 100's Filter orders increased by 25% over regular movement level 71 Menthol by 20% over regular level 55.

10. List on separate sheet accounts where old-style brown or green pack of Multifilter remains in warehouses after March 20. If none, check X.

1002350924

Source: https://www.industrydocuments.ucsf.edu/docs/gtxk0000

11. Number of vending master lists spot checked 27

Number of adjustments made 5 Amount recovered $ 304.32.

12. Number of "Vendability" presentations made 51 Number of added columns arranged for our 100-millimeter brands 346 Marlboro 315 Multifilter 212.

13. Number of distributor sales meetings attended 15

Support commitment received: Benson & Hedges 100's 15

Multifilter 15 Marlboro 15.

14. Number of distributors with which Inventory and Control sheets will be put into use 20.

15. Number of independant retail outlets monitored for effectiveness of merchandising program and distributor service 369.

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Source: https://www.industrydocuments.ucsf.edu/docs/gtxk0000

DISTRIBUTORS WHERE EITHER PACKING OF B & H 100's IS NOT STOCKED

Servomation-Norman Co., Hickory, N. C.	No 100mm brands stocked
Reynolds Music Co., Clinton, N. C.	Neither packing stocked
Carolina Automatic, Port Royal, S. C.	Neither packing stocked
Cig's Vendors, Columbia, S. C.	Neither packing stocked

10023509/6

Source: https://www.industrydocuments.ucsf.edu/docs/gtxk0000

ACCOUNTS NOT STOCKING MULTIFILTER OR MULTIFILTER MENTHOL ON MARCH 20

Jellico Groc. Co., Elizabethton, Tenn.	Menthol
Taylor Groc. Co., Newport, Tenn.	Menthol
Merchants Distributors, Inc., Hickory, N. C.	Menthol
Servomation-Norman Co., Hickory, N. C.	Menthol
Bare-Little Co., W. Jefferson, N. C.	Menthol
A. E. Bowen & Sons, Windsor, N. C.	Menthol
A. A. Wagner Whlse., Kannapolis, N. C.	Menthol
Chatham Groc. Co., Siler City, N. C.	Menthol
Armstrong Groc. Co., New Bern, N. C.	Menthol
Davidson Whlse., Thomasville, N. C.	Menthol
Quinn Whlse., Warsaw, N. C.	Menthol
Angelo Bros., Winston Salem, N. C.	Menthol
S. L. Collins, Winston Salem, N. C.	Menthol
Benton Whlse., Mt. Holly, N. C.	Menthol
Thomas & Howard, Greensboro, N. C.	Menthol
High Point Cigar Co., High Point, N. C.	Menthol
Bellamy & Co., Enfield, N. C.	Menthol
Stokes Dist. Co., Roanoke Rapids, N. C.	Menthol
N. S. Godwin Whlse., Ahoskie, N. C.	Menthol
Whitley Groc. Co., Smithfield, N. C.	Menthol
C. W. Howard Co., Kinston, N. C.	Menthol
Kinston Whlse., Kinston, N. C.	Menthol
Lincoln Groc. Co., Lincolnton, N. C.	Menthol
Arnold L. Adams, Rocky Mount, N. C.	Menthol
Weeks Whlse., Elizabeth City, N. C.	Menthol
Bilbro Whlse., Greeville, N. C.	Menthol
Asheboro Whlse., Asheboro, N. C.	Menthol
Reidsville Groc. Co., Reidsville, N. C.	Menthol
R. J. Tucker Whlse., Albemarle, N. C.	Menthol
Mosley & Reese Whlse., Elkin, N. C.	Menthol
Thomas & Howard Co., Mt. Airy, N. C.	Menthol
W. B. Bunn Co., Zebulon, N. C.	Menthol
Wayne Whlse., Goldsboro, N. C.	Menthol
N. Wilkesboro Candy Co., N. Wilkesboro, N. C.	Menthol
Tomlinson Co., N. Wilkesboro, N. C.	Menthol
Boykin & Southern Whlse., Wilson, N. C.	Menthol
Shel Pearlstine, St. Matthews, S. C.	Menthol
Eagle Whlse., Union, N. C.	Menthol
Atlantic Tobacco., Spartanburg, S. C.	Menthol
Macke Vending Co., Rock Hill, S. C.	Menthol
Carolina Automatic, Port Royal, S. C.	Menthol
Hyman Drug, Pamplico, S. C.	Menthol
R. C. Taylor, Lancaster, S. C.	Menthol
W. Lee Flowers, Lake City, S. C.	Menthol
Southern Candy Kitchen, Hartsville, S. C.	Menthol
Atlas Vending Co., Greenville, S. C.	Menthol
Smith-Cooper, Furman, S. C.	Menthol
Armoury Whlse., Darlington, S. C.	Menthol
Fowler Whlse., Bennettsville, S. C.	Menthol
J. F. Johnson, Batesburg, S. C.	Menthol
R. B. Clemmons, Andrews, S. C.	Menthol

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Source: https://www.industrydocuments.ucsf.edu/docs/gtxk0000

Section 10

OBJECTIVES - CHAIN ACCOUNTS

1. Business Growth - Benson & Hedges 100's - 1969 Level (monthly average)
   5,284M 1970 Level (monthly average using latest available figure)
   5,887M % of Increase 12%.
2. Business Growth - Multifilter - 1969 Level (monthly average) 1031M
   1970 Level (monthly average using latest available figure) 1046M
   % of Increase 1.4%.
3. Plan C arrangements booked - Benson & Hedges 100's -
   Number of Chains 5 Number of Stores Involved 188.
4. Plan B-1 arrangements booked - Benson & Hedges 100's -
   Number of Chains 14 Number of Stores Involved 546.
5. Plan B-1 arrangements booked - Multifilter -
   Number of Chains 1 Number of Stores Involved 19.
6. Complete distribution on Benson & Hedges 100's Filter and Menthol?
   Yes X No _____. If no, list chains where either packing is not stocked - (attach listing on separate sheet).
7. Number of chain accounts where current distribution exists on both Multifilter and Multifilter Menthol 52.
   Number where Multifilter reinstated 0.
   Multifilter Menthol reinstated 0.
   List accounts not stocking Multifilter or Multifilter Menthol on March 20 (attach listing on separate sheet)
8. Number of added rows secured for Benson & Hedges 100's through plan-o-gram
   62 Multifilter 24
9. Number Business Reviews prepared and presented 6
10. Number of headquarters acceptances of new Cigarette Order Guide with "letter of introduction" to the stores 19
11. Number of chain supervisors to whom Cigarette Order Guide presentations were made 21 Number accepting 17.
12. Number of chain stores monitored by you for performance of merchandising program 304.

1002350978

Source: https://www.industrydocuments.ucsf.edu/docs/gtxk0000

Section 10

OBJECTIVES - DISTRIBUTOR & VENDING ACCOUNTS

1. Business Growth - Benson & Hedges 100 - 1969 Level (monthly average) 25,613 M 1970 Level (monthly average using latest available figure) 27,599 M % of increase 7 %.

2. Business Growth - Multifilter - 1969 Level (monthly average) 4356 M 1970 Level (monthly average using latest available figure) 4153 M % of gain 4.6 %.

3. Business Growth - Marlboro - 1969 Level (monthly average) 105,519 M 1970 Level (monthly average using latest available figure) 119,073 M % of Increase 11.3 %.

4. Business Growth - Parliament - 1969 Level (monthly average) 11,496 M 1970 Level (monthly average using latest available figure) 9,806 M % of Increase -14.7 %.

5. Business Growth - Virginia Slims - 1969 Level (monthly average) 11,42 M 1970 Level (monthly average using latest available figure) 12,482 M % of Increase 8.4.

6. Complete distribution on Benson & Hedges 100's Filter and Menthol with all distributor accounts? Yes _____ No ✓
If no, list accounts where either package is not stocked (attach listing on separate sheet).

7. Number of distributor accounts where current distribution exists on both Multifilter and Multifilter Menthol 166 Number where Multifilter reinstated 8 Multifilter Menthol reinstated 13 List accounts not stocking Multifilter or Multifilter Menthol on March 20 - (attach listing on separate sheet).

8. Number of accounts where Benson & Hedges 100's Filter sales increased by 25% over regular movement level 76 Menthol by 20% over regular level 70.

10. List on separate sheet accounts where old-style brown or green pack of Multifilter remains in warehouses after March 20. If none, check _____.

10023509/29

Source: https://www.industrydocuments.ucsf.edu/docs/gtxk0000

Section 10

11. Number of vending master lists spot checked 19

Number of adjustments made 12 Amount recovered $ 1,084.85

12. Number of "Vendability" presentations made 73 Number of added columns arranged for our 100-millimeter brands 729 Marlboro 182 Multifilter 158.

13. Number of distributor sales meetings attended 27

Support commitment received: Benson & Hedges 100's 24

Multifilter 4 Marlboro 10

14. Number of distributors with whom Inventory and Control sheets will be put into use 49

15. Number of independent retail outlets monitored for effectiveness of merchandising program and distributor service 160

1002350980

Source: https://www.industrydocuments.ucsf.edu/docs/gtxk0000

PHILIP MORRIS U.S.A.
INTER-OFFICE CORRESPONDENCE
100 Park Avenue, New York, N.Y. 10017
OFFICE Dallas Texas

Fell with PPP for 3rd Cycle

To: Mr. J. P. Jeb Lee

Date: May 25, 1970

From: N. D. Cain

Subject: Product Promotion Plan - March 23rd - May 8th, 1970

Dear John Paul:

As per our recent product promotion plan that was concluded May 28th, feel that the sales program designed for the third sales cycle for 1970 was good and that the region has as a whole accomplished the desired results expected of us during this period.

The Bridge Set incentive item was excellent and actually created more interest from all segments of the trade than any other incentive item.

It is regretful that the truckers strike diluted the effectiveness of the subject promotion as you are aware since you were in the territory. We had to postpone several of our accounts in regard to this promotion.

From my personal field observation and evaluations of reports, I am sure that our efforts on behalf of Multifilter benefited this brand considerably. All former packings of Multifilter have been depleted from the warehouses and retail outlets with the exception of Multifilter Menthol, however, our inventory is not too high in any of these outlets and I anticipate any particular problem here.

You will note attached hereto, our regional recaps broken down by Sections with a total indicating the regional results.

Very truly yours,

N. D. Cain

NDC:gw
Attachment

1002350981

Source: https://www.industrydocuments.ucsf.edu/docs/gtxk0000

RECAP

THIRD SALES CYCLE

MARCH 23 - MAY 8, 1970

NAME N. D. Cain

**** PERIOD ENDING - MAY 8, 1970

BENSON & HEDGES 100'S

NUMBER OF MEN	TOTAL CALLS	TOTAL 5 CARTON UNITS SOLD	TOTAL GRATIS MATCHES USED	TOTAL COUNTER DISPLAYS	TOTAL MASS FLOOR DISPLAYS
49	19,951	6,241	16,605	12,037	582

PACKAGE STORE SALES

NUMBER OF STORE SALES	B & H 100'S 2-PACK UNITS SOLD		GRATIS PKS. USED	COST OF GRATIS
	FILTER	MENTHOL		
248	8,789	4,610	13,072	$4,889.24

CARTON STORE SALES

NUMBER OF STORE SALE	B & H 100'S CARTONS SOLD		GRATIS PACKS USED	COST OF GRATIS
	FILTER	MENTHOL		
241	3,381	1,655	10,061	$ 3,616.60

MULTIFILTER

NUMBER OF SET UP AND SELL DISPLAYS	TOTAL CARTONS OF MULTIFILTER SOLD	GRATIS PACKS USED	COST OF GRATIS
4,991	18,614	10,400	$ 3,625.52

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Source: https://www.industrydocuments.ucsf.edu/docs/gtxk0000

RECAP

THIRD SALES CYCLE

Section 14

MARCH 23 - MAY 8, 1970

NAME E. D. Blandford

~~Mkt~~ Period: March 23 - May 8, 1970

BENSON & HEDGES 100'S

NUMBER OF MEN	TOTAL CALLS	TOTAL 5 CARTON UNITS SOLD	TOTAL GRATIS MATCHES USED	TOTAL COUNTER DISPLAYS	TOTAL MASS FLOOR DISPLAYS
22	9,358	3,910	7,413	4,864	302

PACKAGE STORE SALES

NUMBER OF STORE SALES	B & H 100'S 2-PACK UNITS SOLD		GRATIS PKS. USED	COST OF GRATIS
	FILTER	MENTHOL		
113	3,868	1,981	5,655	$1,993.24

CARTON STORE SALES

NUMBER OF STORE SALES	B & H 100'S CARTONS SOLD		GRATIS PACKS USED	COST OF GRATIS
	FILTER	MENTHOL		
106	1,881	869	5,497	$1,885.42

MULTIFILTER

NUMBER OF SET UP AND SELL DISPLAYS	TOTAL CARTONS OF MULTIFILTER SOLD	GRATIS PACKS USED	COST OF GRATIS
2,597	8,797	3,927	$1,264.96

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Source: https://www.industrydocuments.ucsf.edu/docs/gtxk0000

RECAP

THIRD SALES CYCLE

MARCH 23 - MAY 8, 1970

NAME V. C. Zank PERIOD ENDING - MAY 8, 1970

BENSON & HEDGES 100'S

NUMBER OF MEN	TOTAL CALLS	TOTAL 5 CARTON UNITS SOLD	TOTAL GRATIS MATCHES USED	TOTAL COUNTER DISPLAYS	TOTAL MASS FLOOR DISPLAYS
27	10,593	2,331	9,192	7,173	280

PACKAGE STORE SALES

NUMBER OF STORE SALES	B & H 100'S 2-PACK UNITS SOLD		GRATIS PKS. USED	COST OF GRATIS
	FILTER	MENTHOL		
135	4,921	2,629	7,417	2,896.00

CARTON STORE SALES

NUMBER OF STORE SALE	B & H 100'S CARTONS SOLD		GRATIS PACKS USED	COST OF GRATIS
	FILTER	MENTHOL		
135	1,500	786	4,564	1,731.18

MULTIFILTER

NUMBER OF SET UP AND SELL DISPLAYS	TOTAL CARTONS OF MULTIFILTER SOLD	GRATIS PACKS USED	COST OF GRATIS
2,394	9,817	6,473	2,360.56

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Source: https://www.industrydocuments.ucsf.edu/docs/gtxk0000